

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #091800  
Mr. G. Burns  
CAPITAL CANDY CO., INC.

**JUNE: DORAL B1G1F / PROMOTION #800432**

Dear George:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 60 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	<u>2</u>
Ult Light 100	12300-25363	<u>2</u>
Lt Box 100	12300-25370	<u>2</u>
FF Box 100	12300-25369	<u>2</u>

**DISPLAY DETAIL (#541865)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:

**May 18, 1998**

Ship Date to Retail:

**Week of: June 8, 1998**

SKU CUBE :

**0.4955**

SKU WT (w/o Product):

**1.1000 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$755.18**

**State Breakdown:**

**NH: 4 Cases (1 Cs. each style) \$398.59**

**VT: 4 Cases (1 Cs. each style) \$356.59**

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51845 6655

-2-

B1G1F

CAPITAL CANDY CO., INC.

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE:

**DORAL MEN LT 100 / ULT LT 100 / LT Box 100 / FF Box 100**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$39.20 (8 (6M) case(s) @ \$4.90)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: B. Cook

L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JN81-432.DOC

51845 6656

WHOLESALE : 091800 CAPITAL CANDY CO., INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN BIGLF  
 TEMPLATE SEQ : 0909  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112201	112226	720383	CIVIC CENTER GETTY	210 CIVIC CENTER	AUGUSTA	ME	04330	1			37125	(207)623-1219
112201	112225	754679	VILLAGE VARIETY	FEDERAL ROAD	KEZAR FALLS	ME	04047	1			36072	(207)625-8417
112201	112227	765984	GETTY MART	510 SABATTUS ST	LEWISTON	ME	04240	1			37065	(207)782-6922
112204	112227	580000	MINI APPLE	245 MAIN ST	SOUTH PARIS	ME	04281	1			36028	(207)743-2708
112204	112227	698041	MEXICO ONE STOP INC	1 HARLOW HILL RD	MEXICO	ME	04257	1			37188	(207)364-3222
112204	112227	754124	FOUR CORNERS	81 LINCOLN AVE	RUMFORD	ME	04276	1			37004	(207)364-2725
112207	112227	956569	LISBON GETTY MART	211 LISBON ST	LISBON	ME	04250	1			37066	(207)353-5969
112207	112224	100397	BOW ST MARKET #302	79 BOW ST	FREEPORT	ME	04032	1			43066	(207)865-6631
112208	112225	419588	BOONIE'S INC.	ROUTE 11	SHAPLEIGH	ME	04076	1			38028	(207)635-2600
112209	112225	724939	PATMANS REDEMPTION	95 ROUTE 115	WINDHAM	ME	04062	1			36352	(207)893-2023
112204	112227	253441	BEEP-BEEP DELI MART	ROUTE 16	CONWAY	NH	03818	1			37259	(603)447-2250
112204		790887	NORTHWOODS TRADING	MAIN ST	N STRATFORD	NH	03590	1			16168	(603)922-5114
163802		104932	STINSON VILLAGE ST.	2 ALLEN ST	HANOVER	NH	03755	1			80065	(603)643-6086
163802	163827	717394	FOUR CORNERS GENERA	PO BOX 83	PIERMONT	NH	03779	2			13067	(603)272-9016
163802	163827	230137	CATHI & DONS COUNTR	RR 2 BOX 365	ENFIELD	NH	03748	1			20067	(603)632-4210
163802		104970	THE LITTLE STORE	55 SCHOOL ST	LEBANON	NH	03766	1			80088	(603)448-3546
163802	163827	613485	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	03777	1			16347	(603)353-4702
163802	163825	702944	DAMANETES	LOWER MAIN STREET	CLAREMONT	NH	03743	3			17167	(603)542-2222
163802	163827	104989	PLEASANT VALLEY STR	ROUTE 4	CANAAN	NH	03741	1			20068	(603)632-7507
163803	163825	104163	JIFFY MART #6	RT 12	WALPOLE	NH	03608	1		1710-0000	25058	(603)445-5059
163803	163825	712602	JIFFY MART	317 CALAVANT HILL	CHARLESTOWN	NH	03603	1			16333	(603)826-9777
163803	163825	730986	N. WALPOLE GEN STOR	23 CHURCH ST	NORTH WALPOLE	NH	03609	1			25304	(603)445-2055
163803	163825	029104	PELLERINS MARKET	OLD CLAREMONT ROA	CHARLESTOWN	NH	03603	1			16707	(603)826-5203
163803	163825	104114	DREWSVILLE GEN STOR	RTE 123	DREWSVILLE	NH	03604	2			25303	(603)445-5120
163807	163826	667008	HANDY LANDING GENER	RR 3 BOX 101B	LACONIA	NH	03246	1			14397	(603)366-2232
163807	163827	773785	LINDA'S ONE STOP	MAIN ST	NORTH HAVERHIL	NH	03774	1			16384	(603)787-6116
163807	163826	247457	GILFORD MOBILE MART	1397 LAKE SHORE R	GILFORD	NH	03246	2		2794-0200	30567	(603)524-8014
162201	162323	534821	CADYVILLE GULF	ROUTES 3 & 374	CADYVILLE	NY	12918	1			17159	(518)293-7575
162301		732992	B&D MARKET	132 IRISH SETTLEM	PLATTSBURGH	NY	12901	2			17388	(518)561-9281
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBANS	VT	05478	1			35031	(802)524-3182
162301	162323	760781	BLOUINS BEVERAGE MK	1 NOYES ST	RICHFORD	VT	05476	1			11257	(802)848-3633
162301	162323	697266	WETHERBYS QUICK STO	75 MAIN ST	RICHFORD	VT	05476	1			11357	(802)848-3550
162301	162323	636320	M&R BEVERAGE	BOX 154	HIGHGATE CENTE	VT	05459	1			35037	(802)868-5271
162301	163829	662806	LAKE ROAD VARIETY	RT. 7	MILTON	VT	05468	1			35285	(802)893-3650
162301	163829	584358	WILSON'S COUNTRY ST	WEST MILTON ROAD	MILTON	VT	05468	1			35091	(802)893-7786
163801	163828	114170	CENTRAL MKT	50 SUMMER ST	BARRE	VT	05641	1			60008	(802)476-4888
163801	163829	743921	CHITTENDEN MILLS BE	RR 2 BOX 27C	JERICHO	VT	05465	1			35061	(802)899-4730
163801	163828	431453	CONVENIENCE PLUS	44 S MAIN ST	BARRE	VT	05641	1			50137	(802)479-5513
163801	163827	658712	VITTLES & VARIETY	RR 1 BOX 169B	DERBY	VT	05829	1			50127	(802)766-2205
163801	163828	410982	CONVENIENCE PLUS	REDEMPTION & DELI	NORTHFIELD	VT	05663	1			50015	(802)485-6496
163801	163828	088475	BILLING'S MOBIL	ROUTE #100	WATERBURY	VT	05676	1			30016	(802)244-6673
163801	163829	704600	FAIRGROUNDS BEVERAG	99 PEARL ST	ESSEX JUNCTION	VT	05452	2			11027	(802)878-5377

SN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 10

DATE: 98-04-29

TIME: 10:58 AM

WHOLESALER : 091800 CAPITAL CANDY CO., INC. <DIRECT>  
TEMPLATE : 800432 80600 DOR JUN B1G1F  
TEMPLATE SEQ : 0909  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163829	704681	SHELBURN DISCOUNT B	1907 SHELBURNE RD	SHELBURNE	VT	05482	1			11052	(802)985-3248
163801	163828	113886	SMITH'S STORE	MAIN ST	GREENSBORO BEN	VT	05842	1			14008	(802)533-2631
163802	163829	114300	PRATTS STORE INC	ROUTE #22 A	BRIDPORT	VT	05734	1			40058	(802)758-2320
163802	163828	114026	KINGSBURY COUNTRY	RT 100	WARREN	VT	05674	1			17026	(802)496-3366
163802		114154	LYLES SUPERETTE	MAIN ST	WASHINGTON	VT	05675	1			50097	(802)883-2220
163802	163828	065163	SKIP MART	MAIN ST	ROCHESTER	VT	05767	1		2794-0200	17018	(802)767-3111
163802		705356	MAIN STREET CASH	192 MAIN STREET	WEST RUTLAND	VT	05777	1			12015	(802)438-9880
163802	163829	086861	SHOREHAM SERVICE CT	ROUTE 22A	SHOREHAM	VT	05770	1		2794-0200	40680	(802)897-8585
163803	163825	703572	JAKE'S PARK ST MKT	114 PARK ST	SPRINGFIELD	VT	05156	2			16381	(802)885-9175
163803	163825	759666	JAKES MARKET	181 SOUTH ST	SPRINGFIELD	VT	05156	1			16714	(802)885-5488

PAGE BREAK TOTAL ACCOUNTS 52 TOTAL QUANTITY 60

TEMPLATE TOTAL ACCOUNTS 52 TOTAL QUANTITY 60

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# Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.



**2-Pack  
Sleeve**

## POS Card/ Alternate Header

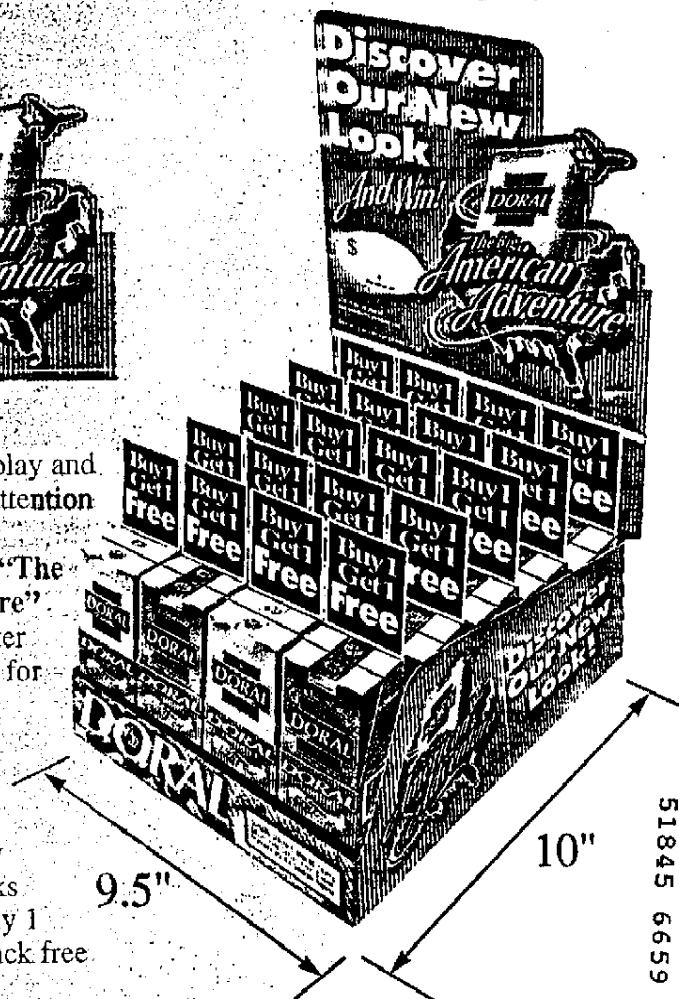


Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

## Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

## Counter Display

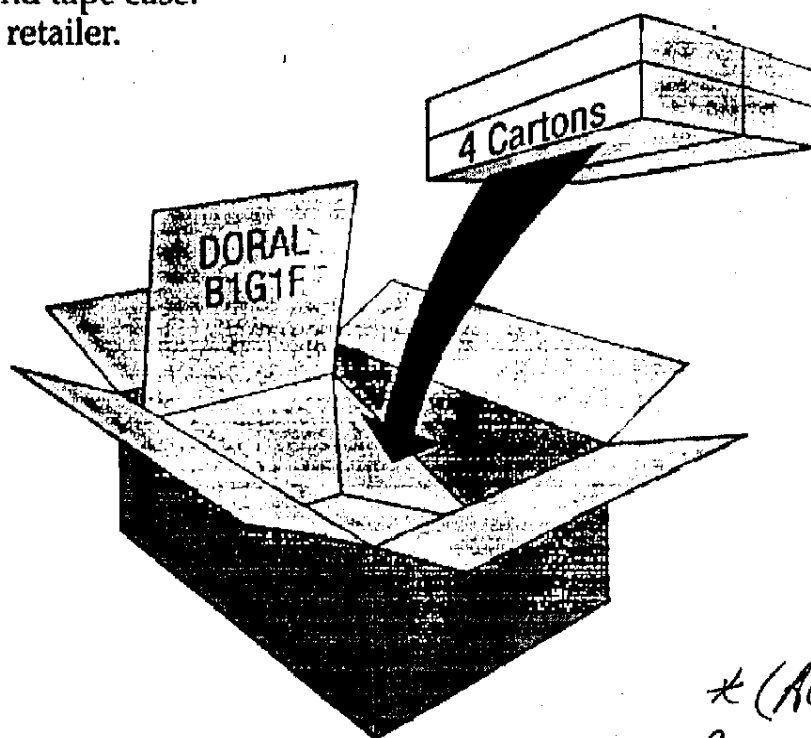


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SWEEPSTAKES VOID IN MA, MI, AND VA,  
AND WHERE PROHIBITED BY LAW.

**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS****2ND QTR. '98****June DORAL B1G1F****(Buy 1 Pack Get 1 Free)****STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



\* (Accts w/15 or less)  
Ensure Brand mix  
if only 2 styles  
are shipped

Item: # 541865

Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	LT BOX 100		
Number of Cartons	1	1	1	1		

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